Joint Task Force
National Capital Region Medical
INSTRUCTION

J-6

SUBJECT: Social Networking Policy

References: (a) JTF CAPMED-D 5106.01, "Information Assurance Advisory Group (IAAG) Charter," May 10, 2011
               (b) TMA Privacy Office Information Paper, "Social Networking Overview," May 2010[1]
               (c) Directive-Type Memorandum 09-026, "Responsible and Effective Use of Internet-based Capabilities," February 25, 2010
               (d) DoD Instruction 5230.29, "Security and Policy Review of DoD Information for Public Release," January 8, 2009

1. <u>PURPOSE</u>. This Instruction, in accordance with the authority in Reference (a), provides guidance to all Joint Task Force National Capital Region Medical (JTF CapMed) Joint Military Treatment Facilities (MTFs) and Centers on the Commander's policy on social networking, to include posting information to the JTF CapMed Twitter and Facebook Webpage(s) and any other public Websites.

2. <u>APPLICABILITY</u>. This Instruction applies to all MTFs and Centers in the National Capital Region (i.e., Fort Belvoir Community Hospital, Walter Reed National Military Medical Center, and the Joint Pathology Center).

3. <u>POLICY</u>. It is JTF CapMed policy that:

    a. JTF CapMed will comply with all DoD and/or Federal guidance and instruction regarding DoD social networking policy and Military Health System/TRICARE Management Activity guidance regarding social networking, which can be found in Reference (b).

    b. Use of social networking capability is for official use only. Use of DoD equipment (i.e., personal computers, laptops, personal digital devices, and network resources) for personal social networking activities, business, or entertainment is not authorized.

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[1] Available online: http://www.tricare.mil/tma/privacy/DataPIPapers.aspx

c. Use of Internet-based capabilities shall comply with Directive-Type Memorandum 09-026 (Reference (c)).

d. DoD personnel who engage in the unauthorized disclosure of U.S. Government information may be subject to disciplinary or adverse administrative action.

4. <u>RESPONSIBILITIES</u>. See Enclosure 1

5. <u>PROCEDURES</u>. See Enclosure 2

6. <u>INFORMATION REQUIREMENTS</u>. Department of Defense (DD) Form 1910, "Clearance Request for Public Release of DoD Information."

7. <u>RELEASABILITY</u>. UNLIMITED. This Instruction is approved for public release and is available on the Internet from the JTF CapMed Web Site at: www.capmed.mil.

8. <u>EFFECTIVE DATE</u>. All provisions of this Instruction are effective immediately.

SCOTT WARDELL
Executive Director for Administrative Operations
By direction of the Commander

Enclosures
   1. Responsibilities
   2. Procedures

ENCLOSURE 1

RESPONSIBILITIES

1. J-CODE DIRECTORS

    a. The appropriate J-Code Director shall approve all draft posting(s).

    b. The J-Code Director will submit the draft information request release to the J-3A Security Division to check for operations security (OPSEC) compliance.

2. J-3 SECURITY BRANCH. The J-3 Security Branch shall review submitted drafts for compliance with OPSEC against the Commander's Critical Information List, available through J-3A, JTF CapMed. Draft postings compliant with OPSEC will be forwarded to the JTF CapMed Public Affairs Officer. Draft postings not compliant with OPSEC will be returned with comments to the originating J-Code for editing. The J-3A director will serve as final adjudicator if an OPSEC review is appealed.

3. JTF CAPMED PUBLIC AFFAIRS. JTF CapMed Public Affairs shall review the OPSEC-cleared draft postings to JTF CapMed social media webpage(s) for compliance with JTF Strategic Communication Plan, edit the draft posting if necessary, and post to the appropriate social media webpage.

4. JOINT MTF COMMANDERS AND CENTER DIRECTORS. Joint MTF Commanders and Center Directors are responsible for instituting a process for the identification of information appropriate for posting to Web sites and the appropriate security and access controls, to include:

    a. Review of content for sensitivity and distribution/release controls, including sensitivity of information in the aggregate;

    b. Determination of appropriate access and security controls; and

    c. Approval of information for public release in accordance with DoD Instruction 5230.29 (Reference (d)).

ENCLOSURE 2

PROCEDURES

1. APPROVAL FOR PUBLIC RELEASE. Information intended for placement on Web sites or other publicly accessible computer servers that are available to anyone, without access controls, must be reviewed and cleared for public release.

    a. Joint Forces Commanders provide OPSEC guidance and identify command-critical information to all supporting commands, subordinate commands, other agencies, and appropriate Public Affairs offices.

    b. Critical information may be listed throughout an operations plan/operation order, but particularly in the OPSEC portion. Generic critical information lists can be developed beforehand to assist in identifying the specific critical information.

2. RESTRICTED INFORMATION. The following restrictions apply to JTF CapMed social networking:

    a. For Official Use Only information will not be placed on Web sites readily accessible to the public.

    b. Personnel are not authorized to blog intelligence-related and classified information.

    c. Absolutely no discussion about potential security postures or recent security upgrades to any DoD facility is permitted.

    d. Posts will not be published if they contain spam or are off-topic, defamatory, abusive, threatening, obscene, or profane.

    e. Other prohibited information includes, but is not limited to, technical information, military activities, operational plans, troop rotation schedules, position and movement of forces, descriptions of overseas military bases, vulnerability of weapon systems or discussion of areas frequented by U.S. personnel overseas, or discussion of units' capabilities.

3. APPROVAL. Use DD Form 1910 to submit draft posting(s) for approval by the appropriate J-Code Director, J-3A Security Division, and JTF CapMed Public Affairs.

ENCLOSURE 2

GLOSSARY

PART I. ABBREVIATIONS AND ACRONYMS

DD   Department of Defense (Form)

JTF CapMed   Joint Task Force National Capital Region Medical

MTF   Military Treatment Facility

OPSEC   operations security

PART II. DEFINITIONS

For Official Use Only. Unclassified information of a sensitive nature, not otherwise categorized by statute or regulation, the unauthorized disclosure of which could adversely impact a person's privacy or welfare, the conduct of Federal programs, or other programs or operations essential to the national interest.

social network service. A social network service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are Web-based and provide a variety of ways for users to interact, such as e-mail and instant messaging services.

Twitter. Twitter is a free social networking and micro-blogging service that enables its users to send and read other users' updates, known as tweets. Tweets are text-based posts of up to 140 characters, displayed on the user's profile page and delivered to other users who have subscribed to them (known as followers). Senders can restrict delivery to those in their circle of friends or, by default, allow anybody to access them. Users can send and receive tweets via the Twitter Web Site, Short Message Service, or external applications. The JTF CapMed Twitter public Web Site is at: http://www.twitter.com/jtfcapmed

Facebook. Facebook is a free-access social networking Website that is operated and owned by Facebook, Inc. Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profiles to notify friends about themselves. The Website's name refers to the paper facebooks depicting members of a campus community that some U.S. colleges and preparatory schools give to incoming students, faculty, and staff as a way to get to know other people on campus. The JTF CapMed Facebook public Web Site is at: http://www.facebook.com/pages/Bethesda-MD/JTF-CapMed/88920054179.